

ABSTRACT

The format of SDTI data transmitted and received in a data transmission/reception system is composed of a pay-load (PAD) part in which data including compressed video data is stored, a start sync code SAV (start of active video) part disposed before the PAD part and in which a sync code SAV indicative of the start of the PAD part is stored, an ancillary data (ANC) part disposed before the SAV part and in which information including audio data and auxiliary data are stored, and an end sync code EAV (end active video) part disposed before the ANC data part and in which an EAV code indicative of the end of the PAD part is stored. An A/V server stores, for transmission, process information indicative of a process of processing video data in a receiver. The receiver holds received video/audio data in a memory, and controls the sequence of reading the video/audio data held in the memory based on the process information.